WEEKLY REVIEW

SHIMMIN PLUCKS A $1,300.00 "PLUM"

K. H. GERLACH LANDS A $500.00 BLOTTER ORDER

ARE YOU AWAKE TO THE FACT THAT MAILING CARDS AND BLOTTERS ARE AN IMPORTANT FACTOR IN THE SUCCESS OF MANY SALESMEN?

The Weekly Review

Published in the Interest of the Sales Department of the Gerlach-Barklow Co.

VOLUME TWO — Thursday, May 6, 1909 — NUMBER TWENTY

THE CONTEST APRIL 12 TO MAY 22

$30.00 Grip - - - - - AA and A
$25.00 Grip - - - - - BB and B
$30.00 Set of Trimmings - - - AA and A
$25.00 Set of Trimmings - - - BB and B

Trimmings Consist of Leather Cases With Full Set of Ten or Twelve Pieces.

BB and B CAN WIN AA and A PRIZE
AA and A MUST STAY IN THEIR CLASS TO WIN

Class AA.
$2,100

Albert
Coleman
K. H. Gerlach
Meyer
Roberts
Shimmin
Woodman

Class A.
$1,800

Barber
Byron
Cies
Finley
Lott
H. B. McDonald
Rowe
Ungerer

Class BB.
$1,500

Beelman
Brooks
Carter
Conkling
Considine
A. E. Gerlach
Lindsley
Moore
Osmun
Reilly
Scott
H. E. Smith
Thompson
White
E. L. Whittier

Class B.
$1,200

Barclay
Bayley
Betton
Blodgett
Bowles
Coulter
Ellis
Fadely
Fairbairn
Givan
Greenhalgh
Henaghan
Huffert
Kimbrough
Lambert
Lindon
Marks
McCully
W. A. McDonald
McLaughlin
Morton
Parks
Saxton
Shepard
F. A. Smith
S. L. Smith
Wiese
Urmson

While we have received reports for but little more than two weeks of the contest, we are glad to be able to say that it looks as though there are going to be a larger number of winners than in the recent contest. Of course, it is too early to form any definite conclusions as to the results, but everything points to the contest being a big success.

While as a whole the sales force is doing good work, and promise confidently to keep on putting forth their best efforts, scattered all over the field are a few men who have not yet swung into line with the steady producers. To these we would say, "Gentlemen, no matter how you have fared during the past several weeks, no matter how little you have progressed, through causes probably beyond your control, the remainder of the year is still before you, all bright and fresh and full of cheer, encouragement and boundless opportunities. Now is your chance to make good, and line up in step with the most successful producers your chance to make up for lost time, and get a foot-hold on one or more of the G.-B. Weekly Review ladder lists and start to climb with the climbers.

May, June and July are good producing months, and as a matter of fact with the G.-B. line, all months are good producing months. Dec. 28th our sales force started on the move and have been keeping up a steady drive since and with perfect confidence we can say that we look to see the remaining two thirds of the year keep up in proportion with the first third.

By this we do not mean that we expect anywhere near the same volume of business per week or month, as of course, it is a well known fact in the calendar business that the early months are the big producing months, and if we can keep up the same percentage of increase we will be more than satisfied.

At the time this reaches you there will be still two weeks remaining of the contest, and we request that every man put forth a special effort to write a big business before May 22nd.

Mr. T. R. Gerlach is now in the East in connection with the selection of subjects for our 1911 line, and you know both Mr. Gerlach and Mr. Barklow have been devoting more or less time to the new line for several weeks past. While it is not our intention at this time to say much about the new line, we want to say that we have of course, selected a number of subjects, and there is absolutely no question but that the new line will excel in variety and subject matter any line that has been placed before the public up to this time.

As Mr. Gerlach was about to start the remark was passed by someone at headquarters that he ought to be able to pick up many good things on this trip. His reply was "Undoubtedly I will see many good things but expect to buy but very few, as whatever goes into the new line has got to be of exceptional merit." And it has been along these lines that Mr. Gerlach and Mr. Barklow have been working since taking hold of the new line.

We are particularly anxious to make a good showing during Mr. Gerlach's absence, and again ask that "Every man pitch in and make the remaining weeks of the contest banner weeks."

WEEK ENDING, APRIL 24th.

Despite the fact that Mr. K. H. Gerlach put in only five days in the field, leaving for the factory Friday night, he reports a total of approximately $700.00 for the five day's work. having secured business every day during the five days and a total of 12 orders. The total sales of Mr. Gerlach for the first two weeks of the contest added to a splendid order amounting to $500.00 calling for Palm series blotters, which Mr. Gerlach received while in the factory last week, gives him a total sufficient to entitle him to a set of trimmings for the grip which he won in the last contest.

A glance at the sales book shows that on Monday Mr. Gerlach wrote three orders amounting to $118.75; Tuesday, one order of less than $100.00; Wednesday, two orders amounted to $294.75; Thursday, two orders amounted to $91.50; Friday, four orders totaled $128.00.

Mr. Lott stands No. 2 with a clean week to his credit and a total of 10 orders. His best work was on Tuesday when he wrote two orders amounting to $275.50; Friday was his next best day, he having secured one order amounting to $143.00. Mr. Lott's work for the first two weeks is above the average necessary in the contest, and in view of this splendid start, he certainly should prove a winner.

Mr. S. L. Smith follows with a total close onto $500.00. He likewise reports business every day and a total of 8 orders, and at the same time he is considerably above the necessary average in the contest, as a matter of fact, he has been going along at a class "AA" average, and certainly looks a winner.

Mr. Coleman reports a total just a little less than that of Mr. S. L. Smith. He secured a total of 12 orders for the three day's work in the field, the remaining days of the week he spent in traveling, having made a trip that required some little time.

Mr. Brooks stands No. 5 with a very nice total. He reports business four days and a total of five orders. Mr. Brooks is another who is considerably above the necessary average in the contest now on. He is rated in class "BB", but his first two weeks have been above a class "AA" average, and in view of the splendid start he has made he certainly will prove a winner. As Mr. Brooks won a grip in the last contest we will be mightly glad to send him the trimmings.

Mr. Cies follows with a clean week to his credit and a total of 15 orders. His business was pretty evenly divided up throughout the week, that is to say the volume written each day, with the exception of Monday, was very

evenly divided. Monday he secured one order; Tuesday, three; Wednesday, four; Thursday, he wrote three orders; Friday, one, and Saturday a total of three.

Mr. Cies has also made a splendid start in the contest, being considerably above the necessary average. Absence from the field in the early part of the last contest prevented him from winning a grip, but it is very evident that he has started the present contest with the determination of winning one.

Mr. McCully follows with a clean week and a total of 11 orders. On Monday, Tuesday and Wednesday, he wrote one order each; Thursday, two orders; Friday, two orders, and Saturday, four orders. We are glad to note that Mr. McCully is considerably above the average necessary for a class "B" man, in fact, it looks now as though he was going to get out of his class, in which event he would be awarded one of the best quality of grips as announced in the last issue of the Review.

Mr. Carter follows with a total of 13 orders and business for five days. Monday was Mr. Carter's off day.

Mr. White reports a total of four orders and business for four days. His off days were Tuesday and Thursday. He secured one order each for the remaining days.

Mr. Roberts follows with a total of 7 orders and business for four days. He is exactly up to the average necessary in the contest. Mr. Roberts, you will recall, was a winner in the last contest and if past performances count for anything we can safely count upon him proving a winner in the present contest.

Messrs. Beelman, Conkling, W. A. McDonald, Ellis and Ungerer follow closely behind Mr. Roberts. Both Mr. Beelman and Mr. Conkling are within a few dollars necessary of the required average in the present contest and we hope to see them make up the required amount.

Days' Business.

We are frank to say that the showing under this heading is not as we would like to have it. Only six salesmen report business every day, viz: Mr. Cies, Mr. Conkling, A. E. Gerlach, Lott, McCully, and S. L. Smith.

Have you noticed that Mr. A. E. Gerlach's name appears under this heading every week? We mentioned some few weeks ago the fact that Mr. Gerlach has not missed securing business a day since entering the field, December 28th last. This record stands good today, in fact, up to the time this article is dictated, and we would like mighty well to have a number of such steady producers on the force.

There are, of course, a number of others who report business with regularity, but we believe Mr. Gerlach is the only one who has gone through the year with a clean record to date, and it is certainly a record to be proud of.

Four salesmen report business five days, viz: Mr. Betton, Mr. Carter, K. H. Gerlach and Mr. F. A. Smith. The following report busi-

STANDING OF G.-B. SALESMEN FOR WEEK ENDING, APRIL 24th, 1909

	Standing In Sales	Days Business	No. Orders
Albert	43	7	15
Barber	43	7	15
Barclay	43	7	15
Bayley	29	5	12
Beelman	11	3	10
Betton	19	2	8
Blodgett	36	5	13
Bowles	32	4	12
Brooks	5	3	10
Byron	43	7	15
Carter	8	2	2
Cies	6	1	1
Conkling	12	1	6
Coleman	4	4	3
Considine	31	6	14
Coulter	27	5	10
Ellis	14	5	10
Fadely	17	3	11
Fairbairn	42	6	14
Finley	35	6	14
Gerlach, A. E.	20	1	7
Gerlach, K. H.	1	2	3
Greenhalgh	39	6	14
Heneghan	25	5	13
Huffert	24	4	11
Lambert	38	6	14
Lindsley	43	7	15
Lott	2	1	5
Marks	22	3	10
McCully	7	1	4
McDonald, H. B.	43	7	15
McDonald, W. A.	13	4	10
McLaughlin	40	6	14
Meyer	18	5	11
Moore	34	4	12
Osmun	43	7	15
Parks	30	4	10
Reilly	37	6	13
Roberts	10	3	8
Rowe	21	6	14
Saxton	41	6	14
Scott	23	6	14
Sheppard	33	6	12
Shimmin	43	7	15
Smith, F. A.	7	2	7
Smith, H. E.	16	4	8
Smith, S. L.	3	1	7
Thompson	28	4	12
Ungerer	15	3	9
White	9	3	11
Whittier, J. G.	43	7	15
Woodman	26	5	12

ness four days: Messrs. Beelman, Brooks, Fadely, Marks, Roberts, Ungerer and White.

Number of Orders.

Mr. Cies leads the force under this heading with a total of 15 orders; Mr. Carter follows with a total of 13.

Mr. Coleman and Mr. K. H. Gerlach tie for 3rd place with a total of 12 each. Mr. McCully stands No. 5 with 11 orders to his credit. Mr. Lott, No. 6 with a total of 10. Mr. Conkling, No. 7, with a total of 9.

Messrs. A. E. Gerlach, F. A. Smith and S. L. Smith tie for 8th place with a total of 8 each. Messrs. Betton, Roberts and H. E. Smith tie for 11th position, with 7 orders each. Mr. Ungerer stands No. 14 with a total of 6 orders. Messrs. Beelman, Brooks, Coulter, Ellis, Marks, W. A. McDonald and Parks tie for 15th place with a total of 5 each. There are four tie for 22nd place, viz: Messrs. Fadely, Huffert, Meyer and White, each having reported a total of four orders.

GET INTO THE MAILING CARD GAME

A casual glance over the sales record conclusively proves that a considerable proportion of our salesmen have not yet mastered the mailing card proposition. While some of our men are sending in orders with consistent regularity others appear to be entirely overlooking a safe bet. There can be only one reason for this; the men who are not selling our monthly service fail to appreciate the merits of systematic advertising.

It is but a few years ago, comparatively speaking, that the monthly blotter made its appearance, and its success was instantaneous because the progressive advertiser immediately "caught on"—cost very little to try out anyway, and a single trial proved its effectiveness. The blotter has taken its proper place in the advertising world and is secure in its possession.

Every salesman sells blotters and most of the sales are made with the calendar feature. Now, if a monthly calendar on a blotter is conceded to be such splendid advertising, how much more valuable is a monthly calendar on a mailing card? Just pause for a moment and consider—How long will a blotter last a busy man?—and it's the busy man that the advertiser wants to get at—certainly not more than three or four days: And then what becomes of it?—waste paper basket—furnace.

All the same the blotter has done its duty and far more than paid for itself. Now study for a moment the value of the mailing card, especially the G. B. Co. quality; neatly punched with a hole for hanging purposes, the recipient immediately looks for a suitable "hanging" place and there it remains as a constant reminder of the sender, occupying valuable advertising space, which money could not buy and at the trivial cost of 2c to 3c a month.

There is not a single business or profession that could not use the mailing card to advantage, but the method of distribution must be thoroughly understood, and must be instilled into the prospective customer in order to produce the maximum results.

As every salesman knows, our mailing cards are made in series—12 in each series—and about the first objection to be met will be, "too much trouble every month to mail them out!" Innocently and unintentionally your prospective purchaser gives you an opening, and you go right after him with your distribution method. "Your regular customers Mr..... will surely appreciate a copyrighted work of art each month, while the desirable trade at present controlled by your competitors, can unquestionably be influenced in the same manner. "Won't the little trouble be worth your while?" Then proceed as though you had already gotten the order, but suggesting a suitable announcement to be sent with the first picture—calling attention to the fact that

"We have been fortunate in securing a series of 12 exclusive copyrighted subjects, reproduced for us from the original paintings

by the well known art calendar house of the Gerlach-Barklow Co., and we take pleasure in enclosing herewith the first of the series. We would ask you to preserve each subject until you have the series complete, as they will undoubtedly be well worthy of framing."

Devote a little time to the proposition of suitable introductory letters—devote a little more time to the study of the mailing card proposition, and you will find yourself amply repaid by a substantial increase in your income.

If you will only get busy enough to warrant it, we will have samples of two entirely new series in your hands before the base-ball season is over. We've been "warming up" for the mailing card game for some time—we're out to win, and with the Palms and the Ferys to start with and others in course of preparation, there'll be nothing to it if you'll only get into the game.

SOME GOOD ORDERS

Mr. Coleman's best order of the week was a bank order. It calls for 500 rolls series 6 with 200 mailing tubes. Another fair order of Mr. Coleman's was from a dealer in provisions, etc. It is a mixed order for some duo mounts series M47 subjects, "Continent" and "On the Slope," amounting to $94.50.

A bank placed an order with Mr. Fadely, amounting to $104.90. They selected "Violet" in series M16 and a lot of left over cardboards "Christmas Morning" in series 23.

Mr. K. H. Gerlach's best order of the week is a bank order amounting to $189.75. It calls for plain business caendars P6004 and a small lot of mailing tubes. A dealer in harness and leather placed an order with Mr. Gerlach for some left-over rolls inserted in mailing tubes. The order amounts to $105.00. A jeweler and optician gave Mr. Gerlach an order for "Reverie" series M54. Their order amounts to $76.50.

Mr. Lott had two good orders during the week. The larger one was from an ice cream company. He sold them "Hallowe'en" in three different styles, series D9, series M9 and series M25. The orders amount to $189.50. A furniture company placed an order with Mr. Lott amounting to $143.00. It calls for mounts in series M20 and a lot of post cards.

Mr. McCully sold a bank "Violet" in series M8. Their order amounts to $107.00. A manufacturer of dental supplies placed an order with Mr. W. A. McDonald. It calls for series M5 and M9 with some re-inforced mailers and amounts to $95.00.

Mr. Rowe's best order of the week amounts to $116.00. It comes from a bank and calls for 12x20 special cardboards, having a reproduction of bank building. Mr. S. L. Smith sold a bank "Raising the First American Flag" in jumbo roll. The order amounts to $115.00. Mr. Smith also sold an order of mailing cards to a clothier. This order amounts to $91.80.

Mr. F. A. Smith sold a bank $130.00 worth of "June" in series D33. Mr. Scott's best order of the week was from a land and investment company. He sold them $103.00 worth of subject "Ready for the Day's Work" in series 9 roll in mailing tubes.

Mr. Ungerer sold a lumber company "Violet" in series D16. Their order amounts to $108.25. Mr. S. H. White sold a real estate dealer "An English Fishing Village" in series M2, the order amounting to $86.87. A publisher placed an order with Mr. White for some cardboards 5102 in reinforced mailers, the order amounting to $82.50.

ANOTHER PRIZE WINNER ACKNOWLEDGES HIS GRIP.

Mr. Greenhalgh has the following to say in acknowledgement of the grip which we shipped him last week:—

"I am in receipt of the prize grip and must admit it is far above my expectations. I have never seen a handsomer or more serviceable one and I wish to extend my sincere thanks to the G. B. Co. and at the same time compliment them on their good taste.

Expect a good week, commencing May 3rd.

W. D. Greenhalgh."

Four Months Gone; Eight Left

Reports for April Nearly All In---Magnificent Work by Sales Force Since December 28th---Enormous Gain Over Corresponding Period Last Year

With the close of April four months of 1909 are gone. Since the first G. B. acorn was planted it has grown with wonderful rapidity, until now after 16 months in the field we can see the large additions at either end of the present factory rapidly nearing completion, and which when completed, will give us a truly magnificent factory; a factory second to none in this country in our particular line of business.

We are mighty proud of this record and our sales force and we want the force to a man to pitch in and make the remaining months of the year show the same enormous gain as has been indicated so far this year. To do this, however, we must have the earnest co-operation of every man on the sales force, and certainly the wonderful record made by this company should encourage every man to work with the most enthusiasm and confidence, and prove a big success.

There are many things that count for success in salesmanship, and of course, it is a generally recognized fact that a salesman's personality and acquaintanceship helps him wonderfully. A very striking illustration of this act was called to the attention of the writer just the other day. Years ago, when Mr. K. H. Gerlach was connected with the Murphy Co., he sold a large lumber company a calendar, but they discontinued using advertising of this sort some few years ago, and during the past several years have flatly turned down all propositions of this sort. These people happen to be located in a large city which Mr. Gerlach makes once or twice a year, and on nearly every occasion that he has visited the city he has made it a point to call on these people and spend a few minutes with them, figuring that it is time well spent and that if these people ever started to advertise again that he would certainly stand a mighty good chance to land the business.

When Mr. Gerlach arrived at the factory last Saturday in course of conversation with the writer he mentioned these people and the fact that he had just left them a few days before. He went on to tell about having visited them for years, and finally on his last visit he seemed to have them fairly well interested in our splendid Palm series of blotters, finding it useless to talk calendars to them. It so happened that when Mr. Gerlach called on them last week, one of the partners was out of the city, and while the other partner was evidently interested in the proposition of using the Palm blotters for monthly distribution, he would not do anything without talking the matter over with the other member of the firm. The partner was expected home in a day or two and Mr. Gerlach offered to remain over and talk the matter over, but this did not seem to be necessary, and it was decided that Mr. Gerlach would send a set of the blotters with quotation, and the two partners were to talk the matter over the following Monday.

Mr. Gerlach made the remark that he had not much confidence in getting the business, and on being asked his reasons for thinking so, said, "Mr.——I do not doubt for one moment but that you are a much better salesman in your line than I would be, but at the same time I think I am able to put my proposition before a prospect in a much better manner than you could. I appreciate the fact that you are very much interested in this proposition, but I can figure out now just about how this matter is going to be handled. Mr. —— will return home Monday, and in course of conversation you will go over the many business matters that will come up during his absence, and in connection with his trip, and finally you will say, "Well Gerlach was here and has a blotter proposition which he thinks well of and in which I feel quite interested." You will then take the set of samples an spread them out before him and explain that one is to be used each month. Of course, he will have to admit that they are pretty fine, every one has to admit this, and then he will ask what the service is

going to cost for 12 months. You will say "Approximately $500.00," and he will fall back in his chair in a swoon, *and Gerlach loses out.*

The buyer had a good laugh, and finally Mr. Gerlach left it being understood that he was to put the matter before his partner carefully. After Mr. Gerlach reached the factory he promptly mailed them a set of the Palm series blotters, and at the same time wrote a letter, and a few days after the order came in with the following letter:

"We are duly in receipt of your letter of the 24th together with the blotter series discussed by the writer with your Mr. Gerlach when here several days ago.

Complimentary to Mr. Gerlach who we consider an excellent salesman and to show him that the writer can be equally as successful in selling the blotters to Mr. —— we are sending you our order for the series to run one year, total price $495.00."

While Mr. Gerlach has written many considerably larger orders this year he says that he has not received an order that has pleased his as much as landing this one. It proves that his judgment in following these people up year after year was right. Now that he has gotten them started again the chances are that they will be regular buyers.

The point we want to bring out is that if Mr. Gerlach had not continued to call year after year on these people, and finally formed an acquaintanceship that insured him a hearty welcome whenever he called, the chances are ten to one he never would have landed this business.

It pays to keep in touch with the larger business houses in your territory even though apparently they may not be buyers of calendars. By this we do not mean to say that it would be policy to waste too much time on non-users, still if you call upon a prospect year after year, the chances are that sooner or later you are going to arouse interest, and sooner or later he will see the advantages of calendar avertising.

NEWS FROM THE FIELD

PROMISES DON'T COUNT.

We have published in the Review from time to time letters from salesmen which prove that promises made by customers as a rule don't count for much. In many cases our salesmen have found that prospective buyers have made promises to salesmen of some of our competitors and finally when shown the G. B. line forgot these promises and placed the order. At the same time, however, we have related some of the experiences of our own salesmen, where buyers promised to wait for them, and when they got there, to their sorrow, they found that the promise had been forgotten and a competitor had picked up the business.

The point we want to bring out is, that while a prospective buyer may make a promise in good faith, such promises are regarded lightly, and when a salesman comes along with a good line, particularly if the salesman happens to be a clever fellow, he is pretty likely to land the business.

Mr. McDonald tells about a fellow that promised to wait for B. & B.'s man, but could not get away from our splendid Moran "An English Fishing Village." His letter follows:

"Enclosed is an order that I was much pleased to get, as Mr. Johnson did not want to look at my line, saying he had promised another man that he would look his over, and give him the order, in fact he had looked at part of them. He got the other man's card, it was the Brown & Bigelow's.

I rather insisted, and he said, 'You are wasting your time, but I will look at them.' He liked the "English Fishing Village," his son came in and he asked him which subject he fancied and he said, "The Village" for him. Mr. J. said 'I partly promised this other fellow I would buy, what about him?' 'Look at his line if you want to, but tell him you have changed your mind about the order part.' I had the order book out by that time and was busy.

W. A. McDonald.

P. S. Of course, this is all right when it is the other fellow that loses out."

IT PAYS TO SHOW THE LINE.

Mr. Fadely sent in a bank order, a small one to be sure, calling for but 50 jumbo rolls subject "The Sentinel." The point we wish to

emphasize is that when Mr. Fadely called on these people last year they had already placed their order with the Osborne Co. The same thing happened this year, as they are in a town that Mr. Fadely does not make early in the year.

After looking over our line they concluded that they could use a few of our jumbo rolls, and if we do not count these people as regular customers from now on we will miss our guess, as there is nothing finer on the market in the way of a bill-board than our two jumbo rolls. It is a mighty good plan to get started with calendar buyers. If they have placed their order for the year, try and sell them a few to show them the class of goods we are making. Mr. Fadely's letter follows:—

"Find order from the First National Bank of L..... for 50 jumbo calendars. This bank is an Osborne customer—bought from them last year, and had also bought of them this year, but when I showed them our line, they concluded they could use 50 more.

Fadely."

MARKS ACKNOWLEDGES HIS PRIZE.

Mr. Marks was one of the winners in the last contest as you will recall. We were mighty glad to see Marks win a prize, and hope he will be successful in winning a set of trimmings in the contest now on. In acknowledging receipt of the grip he writes as follows:

"The grip reached me in fine shape. It certainly is a prize and it makes me vain to carry it.

MARKS."

REILLY ACKNOWLEDGES HIS GRIP.

As we stated in the last issue of the Review, we forwarded the prize grips to the different winners, and those who have so far acknowledged same appear to be delighted, and well may they be, as we venture to say that very few salesmen on the road carry a better quality of grip, and the writer doesn't know of any one around headquarters who carries one as good. Reilly writes as follows:—

"Received the grip and it is a peach, I needed that one thing above anything I could wish for. It will be a reminder to me of the generosity of the Gerlach-Barklow Co. every time I pack it for a trip, and my wish is that I may start with this grip on successful trips in the interest of the G. B. Co. for years to come.

Reilly."

SORRY HE BOUGHT EARLY.

Here is an instance where Mr. Woodman arrived on the scene about half a day after Murphy's man had arrived in town. The Murphy salesman had just finished selling a party when Mr. Woodman called. After looking at the G. B. line this fellow was mighty sorry he had placed his order. Just to show that he was not giving Mr. Woodman hot air, he placed an additional order for some of our DeLuxe mounts. It is, of course, too bad that Mr. Woodman could not have gotten there first, but G. B. salesmen cannot expect to be everywhere ahead of our competitors, and we think Mr. Woodman can consider himself mighty lucky to get any kind of an order under the circumstances. His letter follows:—

"Had a splendid chance to put our line against the Murphy line today. Murphy's man beat me here a half a day and had just finished selling Mr. R....., when I called on him. He is a particular buyer and says we are away ahead of Murphy. Was very sorry he had ordered and gave me an order for some DeLuxe calendars, which I am enclosing. Says he will not buy before seeing our line next year. Simply mention this occurrance as it is one of a number of occurrances of this kind this year, and always in our favor.

Woodman."

QUALITY COUNTS.

Attached to an order from Mr. McCully, amounting to $97.40, which calls for subject "In the Heart of the Rockies," in series 20 roll, was a memo in which Mr. McCully states that he secured the order in spite of the fact that some house dealing in a cheaper class of goods had offered a calendar the same size at $25.00 less. These people are old Osborne customers, but it did not take them long to place the order with Mr. McCully when he placed the line before them. His letter follows:—

"The enclosed order is from an old customer of the Osborne Co., but I got it in spite of the

fact that another house had submitted a 3 color calendar of the same size for $25.00 less, or $72.00 complete.

Mr..... formerly of the B. & B. Co. was the fellow I had to beat out on the order. He has been talking cheap stuff here, and I guess he has the goods.

McCully."

THE G.-B. LINE VERSUS THE OSBORNE LINE, FROM A SALESMAN'S STANDPOINT.

A former Osborne salesman recently joined the G. B. Sales force. He said he would write us after he had been on the road for some few weeks and had presented the G. B. line to calendar buyers and would express his views of our line. We are going to let him express his views in his own words:—

"I have handled your line long enough now to be able to say it is absolutely superior to the Osborne in variety and subjects, and taste displayed in the selection of subjects. The line is far ahead of the Osborne line in style of mounts, and as good in execution or workmanship.

I had the experience several times with the Osborne line that when a buyer after looking it over would say, 'There is nothing here I like,' but this has never happened with me since carrying the G. B. line.

Every good prospect I have had has resulted in a sale."